

APR 07 2005

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Date: April 7, 2005 Signature: *Christian R. Andersen*  
(Christian R. Andersen)

Docket No.: 99-808 RCE3  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Jay Ponte et al.

Application No.: 09/282,764

Art Unit: 3622

Filed: March 31, 1999

Examiner: D. Champagne

For: TARGETED BANNER ADVERTISEMENTS

**AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.111**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated January 7, 2005, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

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